LEANSUMMITS

Growth Strategy of a Transportation and Logistics Company

A national transportation and logistics provider experienced a multi-year stagnation after an initial phase of rapid growth. Despite strong operations and fleet scalability, revenue expansion stalled as customer acquisition costs climbed and marketing efforts over-relied on paid search with diminishing returns. The company lacked a systematic growth engine, clarity on where deals originated, and a roadmap to improve conversion performance across its quoting pipeline.

Weak online reputation further eroded trust among shippers and carriers, increasing churn and reducing deal quality. Lean Summits partnered with the organization to rebuild sustainable demand—deploying a full-funnel growth marketing framework that reduced CPA, strengthened digital credibility, and created predictable, scalable revenue channels beyond paid traffic.

The Challenge

- Reduce high CAC driven by over-dependence on PPC by diversifying into owned growth engines

- Improve demand quality by filtering price shoppers and increasing enterprise-tier conversions

- Repair brand trust and carrier relationships by systematising review responses and

service recovery workflows

- Align sales, call center teams, and marketing messaging to decrease leakage in the

quoting funnel

The Strategy

Year 1 – Build predictable demand + reduce CPA through owned + measurable marketing systems

Implement multi-touch attribution to identify profitable channels + eliminate wasted PPC spend

Launch bottom-funnel + trust-first content strategy targeting lane, route, and urgency-based queries

Build conversion-optimized quoting funnels + remarketing journeys to recover lost leads

Establish review + reputation management engine to boost credibility and lift closing rates

Strengthen paid, organic, and referral alignment to reduce dependency on SEM

Year 2 – Accelerate growth and demand quality

Launch ABM + partner marketing targeting dealerships, auctions, carriers, and B2B shippers

Expand SEO footprint using programmatic pages + thematic content clusters

Deploy precision retargeting + email drip sequences mapped to journey and load urgency

Launch referral acceleration incentives + ambassador networks to increase deal volume at low CAC

Scale lead scoring + segmentation to prioritize high-LTV shipping opportunities

Year 3 – Compounding growth + GTM scaling

Introduce predictive demand modeling + dynamic budgets based on seasonal traffic + lane volume

Enter untapped regional markets using repeatable demand generation playbooks

Launch co-branded campaigns + micro-influence trust programs within carrier communities

Layer conversion rate optimization into every funnel stage for incremental ongoing lift

The Execution

- Implemented cross-channel attribution model → reallocated budget from low-intent paid ads to high-intent organic + retargeting

- Built multi-touch nurture flows + call scripts tailored by carrier/broker/customer persona

- Created proprietary content + data assets (route calculators, pricing benchmarks, carrier trust badges) to differentiate

- Designed review automation + escalation workflows → reduced negative review lag and increased NPS

- Launched cluster + programmatic SEO → category + lane domination at long tail and mid-BOFU queries

- Introduced call center + CRM alignment → reduced lead aging + improved show rate

- Deployed landing page CRO tests: urgency triggers, trust signals, simplified form friction removal

The Results

- Organic traffic 50% of the overall traffic thus cutting Cost Per Acquisition by half (50%)

- Developed great online reputation and improved customer review rating 5-Star rating

- Grew SEO traffic to 428% in 2-3 years

Organic Traffic 115,238/month

☑ Organic Traffic ☑ Paid Traffic 💬 Notes ⌄ | 1M 6M 1Y 2Y **All time**

140K
105K
70K
35K
0

Apr 2013   Dec 2014   Aug 2016   Apr 2018   Dec 2019   Aug 2021